

Live Music Parramatta - Amplify



Venue/Café/Restaurant APRA license - Expressions of Interest

About Live Music Parramatta:

Australia has a long and proud history of live music. Not only have they produced major international touring acts, but for many Australians attending local live music it is a fundamental part of our cultural and social lives. A 2011 study in Victoria found more people attended live music annually than AFL games.

AMPLIFY Parramatta's key aim is to develop and implement a pilot business advice and brokering program focused on the introduction and optimisation of live music and performance programming to drive visitation to the Parramatta CBD and boost the night time economy.

The program will include best-practice advice on topics such as:

- Live music production including equipment, sound and staging options
- Connecting with the music community, building partnerships and booking talent
- Ticketing
- Marketing, promotion and audience development
- Licensing, administration and financial management
- Engaging with all-ages or underage audiences
- Other information resources

This program will build on the positive experience of Live and Local; where businesses are encouraged to explore musical programming that best suits their business. The Live Music Coordinator will work with both Local Musicians and Local businesses to broker the best fit and both marry partners between these but also provide easy frameworks and processes of engagement through toolkits and other open sourced resources that allow business to engage musicians.

The Project

The City of Parramatta and APRA have come together to deliver as part of the Amplify project a music license for 1 year only subsidised by the City of Parramatta. Your establishment will need to be prepared to program and contract live music for that 1 year under the support and guidance from the Live Music Co-ordinator at the City of Parramatta. The City of Parramatta will pay for the total cost of a license for your establishment for this one year. License types are further explained here: <http://apraamcos.com.au/music-customers/licence-types/restaurantscafes/>

APRA Licensing

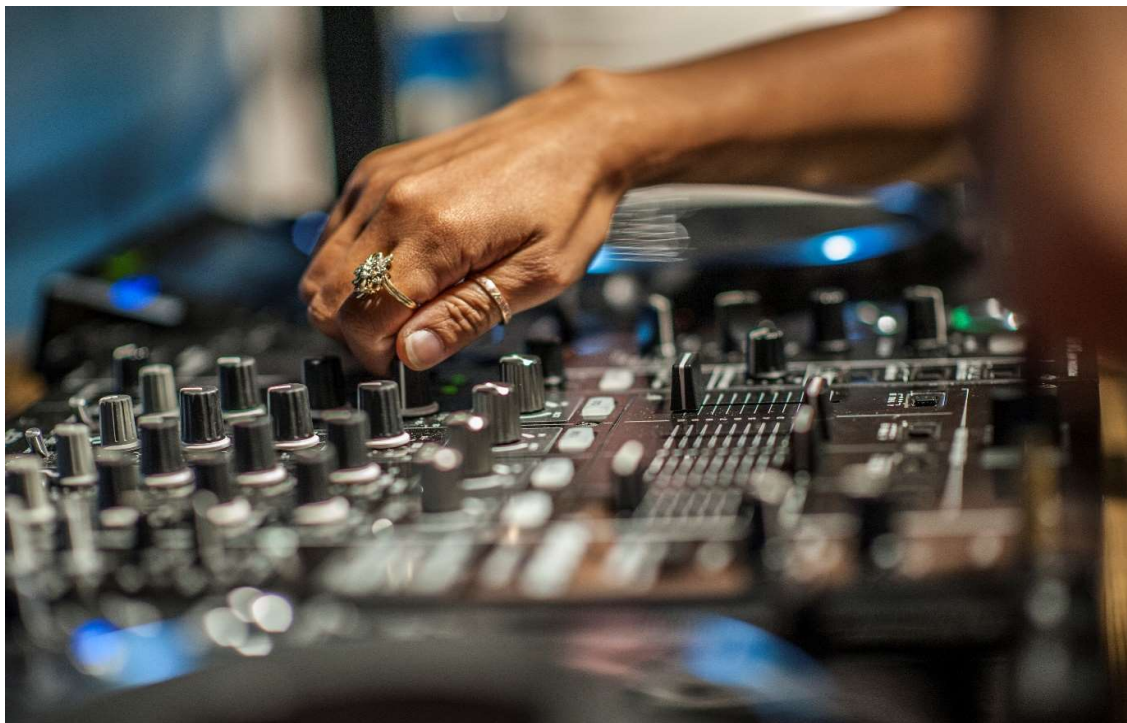
APRA AMCOS is a music rights organisation representing over 95,000 members who are songwriters, composers and music publishers. They license organisations to play, perform, copy, record or make available our members' music, and we distribute the royalties to its members.

They also help music customers in Australia and New Zealand access music from the rest of the world.



They also advocate on behalf of music creators' rights and the Australasian music industry locally, nationally and internationally. The Ambassador Program includes over 100 influential music creators from all genres and industry stakeholders such as music managers. They partner with them to promote the importance of music creators' rights and our role in administering those rights to all levels of government, the media and the wider community. They also consult frequently with their Ambassadors to seek their input on issues affecting members.

APRA's membership, licensing, distribution and international arrangements have been authorised by the Australian Competition and Consumer Commission (ACCC) for around 15 years.



Live Music Parramatta Expressions of Interest

Please email your completed Expressions of Interest to ACurnow@cityofparramatta.nsw.gov.au

1. ESTABLISHMENT DETAILS	
Business/Organisation:	
Name on sign:	
Contact Name:	
Address:	
Mobile:	
Email:	
ABN:	